**Marketing Introductory Activity 20 points**

Compile a list of their top 10 favorite commercials.

Assemble the list in a presentation format and include the answers to the following 4 questions for each commercial.

Answer the following questions for each advertisement:

1. Who do you feel the advertisement is being targeted at? Why?
2. Is the advertisement a promotion of a specific product/service, or is it promoting the business as a whole entity?
3. What is the length of the advertisement and what times have you seen it on TV. Why is this important?
4. What does the commercial try to get its audience to do?